

WITH
UNITED
ARTISTS



AROUND THE WORLD

Vol.4

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No.5

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THE PROMISE IS BEING FULFILLED!

The keynote of our recent convention, which was trumpeted to the trade around the world, was summed up in the slogan: 1936-37 Is U.A.'s Greatest Year!

Many exhibitors, perhaps, discounted that statement as the usual "campaign promise" made at the beginning of every film season. Possibly, even some of you may have considered it a trifle overenthusiastic.

But subsequent performance has shown that the enthusiasm was thoroughly justified. The promise is being fulfilled - in full measure, running over.

Our first three pictures so far released in the United States are all smashing hits. You will read in other pages of this issue of the business, hold-overs and attendance records hung up by "The Last of the Mohicans," "Dodsworth" and "Gay Desperado."

And that's only a beginning.

Within the next three months, we will release another half-dozen giant attractions to further support and bolster up the promise made by our producers. Here they are: "The Garden of Allah," "Come and Get It," "Beloved Enemy," "Rembrandt," "You Live Only Once" and "History Is Made at Night."

These are all big pictures, and they cost a lot of money to produce - anywhere from \$500,000 to \$2,000,000 each. Maybe you're getting a little tired of being reminded so often of our producers' terrific investments - but the producers can't forget it - not for a minute! It's their own money, and they must get it back if they are to continue to turn out the same brand of top quality product.

So it's up to you!

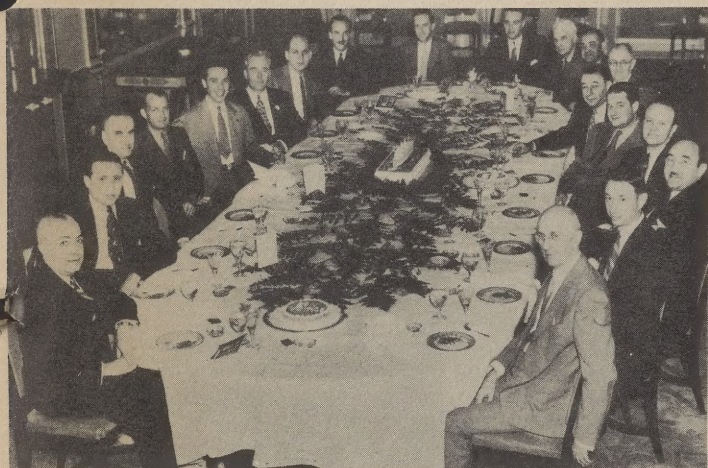
Remember that profits are made from turnovers - not leftovers. Films in the vault pay no dividends!

You must get the widest possible distribution for all these pictures. And you must back them up with every ounce of merchandising ability and showmanship you possess.

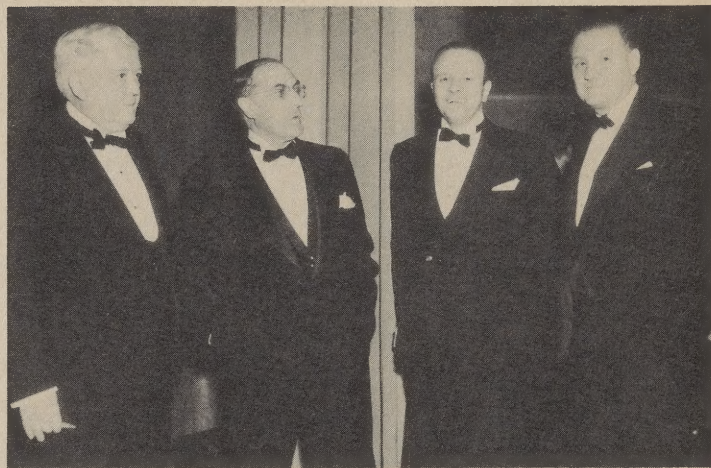
In brief, you must keep faith with our producers - they are keeping faith with you.

--The Editor

UNITED--THE WORLD OVER!



HOME OFFICE FETES MR. KELLY



U. A. EXECUTIVES HONOR MARTINI



KELLYS LEAVE FOR LONDON

Top left:

U. A. Executives gave a bon voyage luncheon to Mr. Arthur W. Kelly on August 27 at the Waldorf Astoria, prior to his sailing to London. (Left to right) Messrs. Jensen, Greenthal, Calvert, Hilton, Cohen, Milrooney, Silverstone, Littman, Liebler, Schroeder, Mooney, Stern, Steele, Lazarus, Kelly, Buckley, Masters, Muller, Thompson.

Left:

Mr. and Mrs. Kelly aboard the Aquitania just before they sailed September 2 for London.

Bottom left:

On the set of "Fire Over England" at London Films' Denham Studios. Erich Pommer, Tamara Desni and Mr. Kelly.

Top right:

W. G. Van Schmas, director of the Radio City Music Hall, New York, was host at a reception to Nino Martini in his offices in the RCA building on the evening of the premiere at the Music Hall of "The Gay Desperado". Left to right are Mr. Van Schmas; Dr. A. H. Giannini, president of United Artists; Harry D. Buckley, vice president of U.A., and George J. Schaefer, U.S. sales chief.



DR. GIANNINI ARRIVES

Right:

Vice-president Harry D. Buckley meets President A. H. Giannini upon his arrival from Hollywood for conferences in New York with home office executives.

Bottom right:

United Artists, Stockholm, turns out in force for the wedding there of Sture Biurstrom, exploitation man. The photo shows Sture and his bride, Astrid Biurstrom, leaving the church.



EXPLOITEER WED



MR. KELLY VISITS SET

"LAST OF MOHICANS" INAUGURATES

U. A.'S BIG PARADE OF PICTURES

United Artists inaugurated its big parade of outstanding motion pictures for the new season with the Reliance production, "The Last of the Mohicans," and by this time, many of you know from your own local showings that the picture is a smash hit. In the United States, it was the banner leader for hundreds of theatres that played it day and date, and due to extended playing time, it was necessary to strike off 75 additional prints to supply the insistent demand for this attraction. Not only did "Mohicans" outgross "Monte Cristo," but in many instances it beat the "Whoopee" figures. On Broadway, where it played the Rivoli Theatre, Sept. 2-23, the management had to run the picture until 3 o'clock in the morning - an 18-hour continuous grind - to accommodate the capacity crowds. Its successful pre-release in London's West End at the London Pavilion, Oct. 5-26, and its knockout first-run engagements in Havana, Caracas, Rio de Janeiro and other South American cities should be a tip-off to those foreign territories where the picture hasn't played yet. "Mohicans" is a showman's delight, and sure-fire box office!

"GAY DESPERADO" NATIONWIDE TOP GROSSER

IS TERRIFIC NATURAL FOR FOREIGN MARKET

"The Gay Desperado," the second and last picture produced by the Pickford-Lasky company, is the talk of the industry. It has amazed its most optimistic boosters with its remarkable box office strength. Following a sensational two-week engagement at the Radio City Music Hall in New York (October 8-22), the picture is doing turn-away business from one end of the country to the other.

If you read the New York reviews we sent you, you know that the critics went overboard in their praise of the film, stamping it as a four-star picture, calling it one of the most hilarious entertainments of the season - an artful combination of comedy, melody and fast-moving action, expertly dished up by director Rouben Mamoulian and a grand cast headed by Nino Martini, Leo Carrillo and Ida Lupino.

But for you men in the field, the important news about "The Gay Desperado" is the fact that it's a tailor-made, custom-built natural for the world market with special emphasis on the Spanish-speaking territories. In Latin America, this picture should be one of the top grossers of the year. With its Mexican backgrounds, flavor, music and talent, including Mexico's noted string band, "Trovadores Chincos," the film might almost be classified as an all-Mexican production.

And speaking of music, "The Gay Desperado" features a repertory of operatic, popular and folk songs to satisfy the music tastes of every type of movie-goer. "The World Is Mine" is already one of the hit songs of the day. "Adios Mi Tierra" is another outstanding original number. The Verdi aria, "Celeste Aida" is the operatic selection. And three famous Mexican songs, "Cielita Lindo," "Lamento Gitano" and "Estrellita" complete the diversified program of songs that Martini sings so magnificently. From any angle you look at it, "The Gay Desperado" is a gay film package!

GOLDWYN AND FAIRBANKS TO PRODUCE

"MARCO POLO" STARRING GARY COOPER

Samuel Goldwyn and Douglas Fairbanks, Sr., announce that they will be partners in the production of "Adventures of Marco Polo," starring Gary Cooper in the title role, under the star's new long-term contract with Goldwyn. The picture, estimated to cost \$1,500,000, will go into production early in January, following completion of Cooper's current Paramount contract. The only other player assigned so far is Basil Rathbone, who will portray the role of Achmed.

After conferring with Cooper on plans for the film, Fairbanks will sail for London to discuss the story with his collaborator, Captain A. Pöggson, noted orientalist. Fairbanks wrote the original story for the picture under the pen name of Elton Thomas. Immediately following his London trip, Fairbanks will proceed to China with a camera crew to film the necessary background scenes in the authentic locale. Incidentally, this will be Fairbanks' first producing venture in which he, himself, has not held the starring role. And the only other time Goldwyn was associated with anyone in the production of a film was with the late Florenz Ziegfeld in 1930 in the making of "Whoopie."

BRITISH CONVENTION REVEALS

POWER AND PRESTIGE OF U. A.

The power and prestige of United Artists and the extent to which our company is interested in British film production were strikingly revealed at the annual convention banquet given by U. A. in the ballroom of the Savoy Hotel, London, on Sunday evening, September 20. Murray Silverstone, our managing director in England, presided at this function, which was distinguished by the presence of a galaxy of world-famous stars, directors and producers, who are currently engaged in making British pictures for international release through United Artists. Among the 150 guests present were Elizabeth Bergner, Marlene Dietrich, Ann Harding, Marie Tempest, Edward G. Robinson, Douglas Fairbanks, Jr., Conrad Veidt, Richard Tauber, Elsa Lanchester, Alan Hale, Flora Robson, Tamara Desni, Alexander Korda, Erich Pommer, Victor Saville, Marcel Hellman, Paul Czinner, Lothar Mendes and William K. Howard.

The banquet brought to a triumphant climax the two-day sales convention, which started Saturday morning with an address of welcome to the assembled delegates by Mr. Silverstone. T. E. Carr, general sales manager, then outlined the new lineup of product. Other speakers at this morning session included Edmund Quarry, publicity director; Arthur Silverstone, assistant to Mr. Carr; and George Archibald, of United Artists Export, Ltd. On Saturday afternoon, the convention group were entertained by Alexander Korda at the new Denham Studios, where they watched the filming of "Knight Without Armor" and "Moonlight Sonata." Sunday was devoted to individual conferences between Mr. Carr and the sales force.

STAR-STUDDED BANQUET CLIMAXES GREAT LONDON CONVENTION



Tamara Desni and Wm. K. Howard, star and director of "Fire Over England"



Marie Tempest, Alexander Korda and Elisabeth Bergner exchange pleasantries



Murray Silverstone presided, flanked by Elisabeth Bergner and Marlene Dietrich



Douglas Fairbanks, Jr. offers Marlene Dietrich a light for her cigarette



Googie Withers, Edmund Quarry (publicity mgr.) and E. G. Robinson talk it over



A banquet distinguished by the presence of a brilliant array of world-famous screen notables climaxed U.A.'s British Convention at the Savoy Hotel, London, September 20



A close-up of the British and Hollywood celebrities at our London convention

"DODSWORTH" ACCLAIMED MAJOR SENSATION OF YEAR

MARKS GOLDWYN'S 25TH ANNIVERSARY IN INDUSTRY

Climaxing 25 years of producing pictures up to a quality standard, Samuel Goldwyn has further solidified the premier position he holds in the industry by inaugurating his 1936-37 season with "Dodsworth" -- a production that will become, with the passing of time, one of the outstanding landmarks in his distinguished career.

Right now, however, in the first flush of its box office triumphs, "Dodsworth" is the major sensation of the screen year. To Goldwyn, only recently recovered from a serious illness, the critics' superlative praise, the public's unanimous acclaim and the exhibitors' sincere congratulations make up a tonic more stimulating than the most potent cocktail.

"I don't see how a better motion picture could have been made from both the play and the novel than you have made," Sinclair Lewis, the author, wired Goldwyn; and from coast to coast, the verdict of the box office echoes Lewis' judgment. In the first few weeks of its release in key cities, "Dodsworth" has shattered records for receipts and attendance that have stood for years.

At the Rivoli Theatre, New York, where it made its world debut on September 23, "Dodsworth" has just completed a highly successful five-week engagement, equalling a run achieved only by two other films at this Broadway house in the past two years -- "Modern Times" and "Les Miserables." Based on nation-wide reports, the production is running far ahead of Goldwyn's recent smash hits, "Dark Angel," "Barbary Coast" and "These Three."

The big business it is doing in all spots are traceable to three primary influences -- the tremendous drawing power of the title which recalls the book and play; the laudatory reviews following every opening, which emphasize the brilliant acting of Walter Huston, Ruth Chatterton and Mary Astor and the adroit direction of William Wyler; and finally, the amazing word-of-mouth recommendations through which the picture builds so strongly even after outstanding first days, resulting in extended hold-overs. Practically every newspaper and magazine poll heralds "Dodsworth" as the best picture of the month, and lists it as one of the ten best pictures of the year.

That the production will duplicate abroad its triumphs at home is indicated by the terrific public and critical reception it received at its European premiere in the Tivoli Theatre, London, on Oct. 21. The film looks set here for a long and profitable run that will out-strip every previous Goldwynner.

"Dodsworth" also holds the distinction of having been shown not only on both sides of the Atlantic -- but in the middle as well! This happened on board the Queen Mary, following the liner's sailing from New York on October 21. It was booked and paid for by the Cunard Line which was eager to exhibit the film which features the ship so prominently.

There is no better way to sum up "Dodsworth's" merits than in the words of "Variety": "It is one of the best pictures of this or any year and a golden borealis over the producer's name."

SELZNICK SNAPSHOTS

David O. Selznick has signed Fredric March and Janet Gaynor to co-star in his technicolor production, "A Star Is Born" (formerly titled "It Happened in Hollywood"). Adolphe Menjou, May Robson, Elizabeth Jenks and Andy Devine head the supporting cast. William Wellman will direct the film, which is being adapted by Dorothy Parker and her husband, Alan Campbell, from an original story idea developed jointly by Selznick, Wellman and Robert Carson. Lansing C. Holden, who was the color expert on "The Garden of Allah," will act in a similar capacity on "A Star Is Born." Omar Kiam, famous fashion designer, will create the ultra-modern gowns.

George Cukor will direct the Selznick International production, "Gone With the Wind," based on Sidney Howard's adaptation of the sensational best-seller by Margaret Mitchell, which has sold more than 700,000 copies in the first few months of its publication.

Moving to expand the organization of Selznick International to meet the increased program of production, David O. Selznick has signed E. Lloyd Sheldon, formerly with Paramount, to a long-term contract in the capacity of producer. He will start work soon on "The Man With a Young Wife," starring Edward Arnold. During the 15 years he was associated with Paramount, Sheldon was responsible for some of the biggest hits released by that company. In all, he has made 215 films since he went into pictures in 1917.

Val Lewton, noted writer, who for the last year-and-a-half has been editorial assistant to David O. Selznick, has signed a long-term contract as story editor for Selznick International.

Alan Marshal, Broadway stage star, has been placed under long-term contract by David O. Selznick, following his successful screen debut in "The Garden of Allah."

Ray Flynn, former unit manager of 20th Century-Fox, has been signed as production manager by Selznick International.

M. Robert Guggenheim, Jr., 26-year-old member of the noted American mining family, who recently resigned a prominent mining position with the American Smelting and Refining Company, has arrived in Hollywood to learn motion pictures from the ground up at the Selznick International studios.

The following players have been eliminated from "The Garden of Allah": Adrian Rosely, David Scott, Joseph Marievsky, Harlan Briggs, Mary MacLaren, Robert Frazer, Barry Downing, Irene Franklin, Bonita Granville and Phillip Cooper. Don't use their names in any publicity.

JAPAN-HOLLYWOOD TELEPHONE INTERVIEW

USHERS IN TOKYO OPENING "FAUNTLEROY"

To exploit the premiere of Selznick International's "Little Lord Fauntleroy" in Tokyo on August 25, when it opened simultaneously at three first-run theatres, arrangements were made for the editor of the Tokyo Nichi-Nichi to interview Freddie Bartholomew, star of the picture, via a trans-Pacific telephone hookup. Due to the 17-hour difference in time between Japan and California, it was 7 P.M. Monday, August 24, in Hollywood, and 12 A.M. Tuesday, August 25, in Tokyo, when the interview took place. Tomokazu Hori, Japanese Consul at Los Angeles, introduced Freddie to the editor. The youthful star expressed his appreciation for the opportunity of greeting his Japanese fans, paid tribute to Mr. Selznick who "discovered" him, mentioned the coming of "The Garden of Allah," and announced that he hoped to visit Japan for the 1940 Olympic games. A loud speaker rigged up outside the Nichi-Nichi office enabled thousands of movie fans to listen-in on the conversation.

HARVARD LIBRARY GETS PHOTO

RECORD OF "GARDEN OF ALLAH"

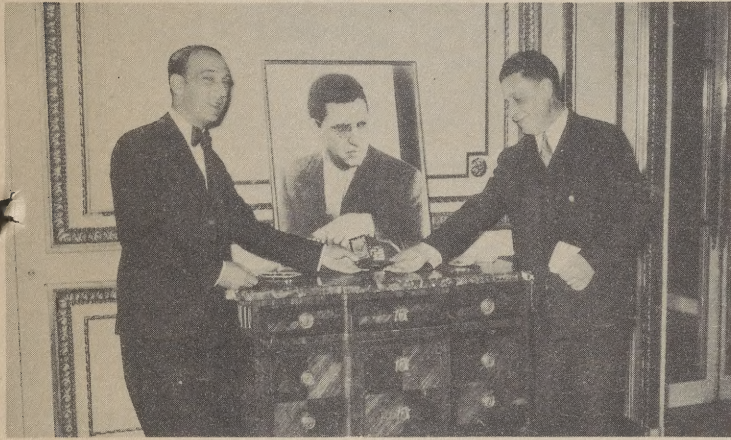
At the written request of the University authorities, David O. Selznick has shipped to the Harvard College Library the complete photographic history of his technicolor film, "The Garden of Allah," destined to be preserved as a record for posterity. This is the first time such a record has been made to illustrate every phase of motion picture production. The collection comprises a comprehensive set of still photographs, tracing the production of "The Garden of Allah" in all its stages. The stars, Marlene Dietrich and Charles Boyer, are shown in action from behind the scenes, with shots of Director Richard Boleslawski and the technical crew at work on location - the whole giving a complete story of a motion picture in the making. The collection will be placed in the charge of Lillian A. Hall, custodian of the Harvard Library Theatre Collection, who will make it the basis of a new division of the library, designed to tell the history of the cinema.

SELZNICK HEADS LIST OF

BRITISH "ACADEMY" AWARDS

David O. Selznick heads the list of Hollywood producers honored by the British Institute of Cinematography for outstanding film activity. The productions that won him the award were "David Copperfield" and "A Tale of Two Cities." Selznick's "Little Lord Fauntleroy," released early this year through United Artists, and winner of the League of Nations gold medal for 1936, was entered too late for consideration this year, but may be an entry for future award. The British Institute is comparable to the Academy of Motion Picture Arts and Sciences in Hollywood. According to its secretary, W.E. Chadwick, the awards will not be an annual affair, but will be made as often as Hollywood production merits it.

WORLD-WIDE EXPLOITATION



LEAGUE AWARD FOR "FAUNTLEROY"



"FAUNTLEROY" TIE-UP, SYDNEY



TIE-UP IN STOCKHOLM

(At left - top to bottom):

On behalf of David O. Selznick, Curtis Melnitz of U. A. Paris Office (right) accepts from M. Pillat, Secretary of League of Nations Film Committee, the committee's Gold Medal award for "Little Lord Fauntleroy".

Classy and eye-stopping is this window display for "Little Lord Fauntleroy" arranged by Harald Astrom, Stockholm, for the opening there at the Riviera and Rivoli Theatres of the Selznick International film.

Googie Withers, actress who supports Douglas Fairbanks, Jr., and Dolores del Rio in "Accused", participates in a lobby stunt for the opening of that picture at the London Pavilion. With her are Jack Carson, champion knife thrower, and Douglas Fairbanks, Jr.

(At right - top to bottom):

Hordern's, Ltd. of Sydney, "the largest department store in the Southern Hemisphere", goes big for a book tie-up on the opening of "Little Lord Fauntleroy". Note generous size of the film title. Credit this to Cecil Marks.

David O. Selznick, Freddie Bartholomew and Tomokazu Hori, Japanese consul in Los Angeles, talking on a trans-Pacific telephone hook-up to the Tokyo newspaper, Nichi Nichi, in a widely publicized stunt connected with the premiere of "Little Lord Fauntleroy" in Tokyo, arranged by A. A. Lowe, U.A. chief in Japan.

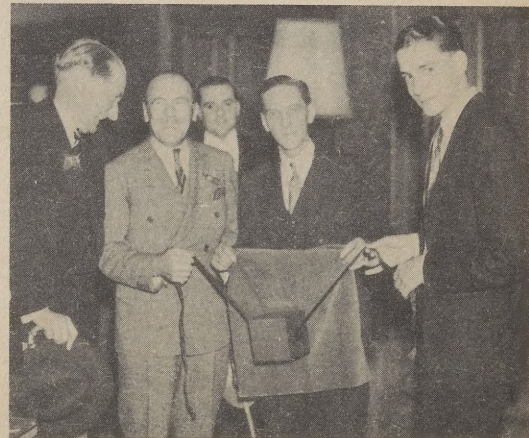
Roland Young is entertained by three of London's best known professional magicians who foregathered at a special performance of the Wells-Korda picture, "The Man Who Could Work Miracles", at the London Pavilion theatre. The stunt was arranged by Edmund Quarry, London publicity chief.



STAR PHONES TOKYO



LOBBY STUNT IN LONDON



STUNT PLUGS "MIRACLES"

U. A. FILMS SAVE BRITISH NAVY

IN SPANISH WATERS - FROM ENNUI

Charlie Chaplin, aided and abetted by Mickey Mouse, Eddie Cantor, Robert Donat and H. G. Wells, has saved the British Navy in Spanish waters - not, of course, from any hostile force, but from boredom. For over three weeks, the British cruiser London and her accompanying destroyers have been in port at Barcelona, and during that time nobody has been allowed ashore, except an occasional working party. Hearing of their plight, W. B. Morgan, United Artists manager in Barcelona, offered to provide a different movie program every evening until his stock of prints was exhausted. A start was made with Charlie Chaplin's latest picture, "Modern Times," and it is doubtful if the comedian ever had a more appreciative or more grateful audience. Then followed on successive nights Robert Donat in "The Ghost Goes West," Eddie Cantor in "Strike Me Pink" and the H. G. Wells film of "Things to Come." A Mickey Mouse subject was included in each program.

NEW LONDON THEATRE REPLACING OLD

ALHAMBRA TO BE U. A. SHOW WINDOW

The old Alhambra Theatre in Leicester Square, which has been a London landmark for forty years, is to be torn down to make way for an ultra-modern motion picture theatre costing \$1,500,000. This theatre will be the latest link in the big Odeon circuit, controlled by Oscar Deutsch, in which United Artists purchased a substantial interest about six months ago. The new Odeon, when completed, will be U. A.'s first-run house in the West End. Curiously enough, the last performance seen at the Alhambra, before the wreckers took it over, was that of Sebastian Shaw in "Othello," which is one of the important sequences in the London Film production, "Men Are Not Gods," in which Miriam Hopkins, Gertrude Lawrence and Mr. Shaw play the leading roles under the direction of Walter Reisch.

"THE COUNTRY COUSIN" SETS NEW

STANDARD IN CARTOON TECHNIQUE

Paraphrasing the slogan of a well known American automobile manufacturer, "When better cartoons are made - Disney will make them." Which is as good an introduction as any to the statement that in his latest Silly Symphony, "The Country Cousin," Walt Disney has again achieved the impossible - he has bettered his best! Everyone who saw it at the Hollywood and Home Office previews acclaims it a knockout. It sets new standards in every department of cartoon production - in animation, characterization and inventive genius. The lead character has marvelous personality, which will amaze and delight the average movie fan, who has no knowledge of the technique that made it possible. And it will bring grudging admiration from competitors who will recognize and appreciate another forward step in cartoon craftsmanship. "The Country Cousin" deserves extra revenue and it will get it if you call attention to its outstanding merit and plug it with special ballyhoo.

IT'S A DISNEY WORLD

U.S.A. - There is an 18-year-old boy living in Dickinson, North Dakota, whose real name is Donald Duck. He was baptized on June 16, 1918 by the Rev. A. Henn.

London - Sean O'Casey, the famous Irish playwright, declared: "The greatest actor in England today, without the shadow of a doubt, is Mickey Mouse."

Belgrade - King Peter of Yugoslavia, who recently celebrated his thirteenth birthday, is an ardent Walt Disney fan, and regularly sees the latest Mickeys and Sillies in the private movie theatre in the royal palace at Dedigne.

Venice - The 1936 gold medal for the best animated cartoons was awarded to Walt Disney at the International Film Exhibit in Venice. The Disney entries this year included: "Mickey on Ice," "Three Orphan Kittens" and "Who Killed Cock Robin?" This is the third consecutive year that the creator of the Mickey Mouse and Silly Symphony films has captured this award. In 1934 he won with "Funny Little Bunnies"; and in 1935 with "The Band Concert."

Nuremberg - In his proclamation to the German nation at the Nuremberg party congress early in September, Adolf Hitler quoted the theme song of "The Three Little Pigs." He said: "We have never been afraid of Bolshevism. But we do not belong to that ridiculous bourgeois clique which dance on the verge of the abyss to the tune, 'Who's afraid of the big, bad wolf?' until, when its eyes are suddenly opened, it cowers under the bed with its teeth chattering."

Madrid - A Mickey Mouse program would be the only one to which the warring factions in Spain could possibly be reconciled, reports James M. Hepbrun, American authority on criminal justice, who recently returned from Madrid, where he witnessed the outbreak of the revolution. Mr. Hepbrun declared: "Communists, Royalists, Rebels and Fascists alike adore Mickey. He is about the only thing on which Spain is united. His likeness is found in most government offices, in cells of most prisoners, and the fine nursery in the women's prison of Madrid is beautifully and artistically decorated with all of Walt Disney's characters." During the fighting in the main streets of Madrid, a huge electric sign advertising Mickey Mouse, situated between the opposing forces, was untouched - whether out of sentiment or bad marksmanship Mr. Hepbrun could not say, but he believed the former.

London - As the result of a contract just completed between Walt Disney - Mickey Mouse Ltd. and His Master's Voice, movie fans and phonograph enthusiasts throughout Great Britain are now able to enjoy in the comfort of their homes records from the Disney productions. The new Mickey Mouse and Silly Symphony recordings are taken from the actual films with the aid of complicated and expensive apparatus.

WHOLE WORLD CELEBRATES

MICKEY'S 8TH BIRTHDAY

Mickey Mouse's 8th birthday, celebrated internationally during the week of September 25-October 1, furnished a dramatic illustration of the mighty showmanship power of U.A.'s foreign legion. Working in cooperation with the foreign publicity department at Home Office, every exchange swung into action with a concentrated sales drive backed by intensive exploitation that resulted in a substantial increase in Disney business during the anniversary week and netted an avalanche of world-wide publicity.

The Home Office foreign publicity department supplemented and supported the local campaigns in foreign territories with advance publicity via its extensive direct mailing list and through two international tieups. The first with Reuters News Agency was the simultaneous release of a special Mickey Mouse birthday party story to newspapers in Great Britain on September 28. Incidentally, this same story was released in other parts of the world through our own offices.

The second tieup was in the form of a double-barreled radio salute broadcast to Latin-America from New York on Mickey's birthday over the National Broadcasting Company's short-wave station, W3XAL. Between 8 and 8:15 P.M. Alice Shupper, noted Spanish writer for the NANA syndicate, paid tribute to Mickey and discussed three of his latest releases. The second broadcast from 9 to 9:30 P.M. featured Eva Ortega, famous singing star, who sang a medley of songs from the Disney productions. In addition to Miss Ortega, (who, by the way, is the daughter of the editor of Cine-Mundial) there was a novel presentation of greeting from Mickey by Fernando Barrionuevo, our Hollywood "cronista."

Here are some of the stunts reported from the field. Curtis Melnitz, publicity director in Paris, tied up with the French Line, which presented Mickey with a permanent life pass to travel in the Normandie. A replica of Mickey was aboard the ship when it arrived in New York on September 28; and a Mickey Mouse birthday party was given for the passengers on its return trip. The Cinema Paris-Soir was the mecca for all Mickey fans during the anniversary week. Children born on Mickey's birthday, September 28, 1928, were admitted free to the theatre, which played an all-Disney program, "La Grande Parade de Mickey."

In Batavia, Java, Paul T. Lee, U.A. manager, cleverly turned the Film Ball staged by all film companies on October 3 at the Hotel der Nederlanden into a Mickey Mouse birthday stunt. First of all, the hotel was decorated with Mickey cut-outs, and the menus were printed with Mickey figures. And as an extra showmanship touch, the dishes were named after United Artists stars, for example, "Grape Fruit Cock-tail a la Marlene Dietrich," "Consomme Robert Donat," etc. The highlight of the ball was the auctioning off of a Mickey Mouse cake to the highest bidder for sweet charity's sake. On the same day a special Mickey matinee performance was given at the Globe Bioscoop Theatre, which was free to children who brought old dolls and other

toys that were distributed later to poor children.

Two national tieups featured the swell birthday campaign put on in Argentina under the supervision of Guy P. Morgan, our general manager in that territory. The first was with the big newspaper, "Critica," which handled the birthday cake stunt we outlined to all offices. One of the leading bakers in Buenos Aires sent a birthday cake to every child born on Mickey's birthday. The second tieup was with the Radio Belgrano which offered \$2,000 in prizes to listeners-in who sent in the best endings to incomplete Mickey Mouse stories. Some forty window display tieups in Buenos Aires also plugged the birthday. Another important publicity break was the full-page spread in "La Nacion," important local newspaper, with national circulation.

In Singapore, the demand from exhibitors for all-Disney programs is so great that some of the theatres are celebrating Mickey's birthday all during October and November! The big Mickey Mouse birthday show was held on Saturday morning, September 26, at the Capitol Theatre. About 1,500 children and 500 adults attended, and there were presents for all, distributed by Mickey and Minnie in person. A tieup was effected with "Picture Book" magazine to run a painting contest, using a still from "Thru the Mirror." This proved tremendously successful as proven by the hundreds of entries received.

We always expect fine Mickey campaigns from England, and this year Murray Silverstone's live-wire bunch under the leadership of Edmund Quarry, publicity director, outdid themselves. The national London newspapers and fan magazines gave Mickey marvelous breaks, and "The Star" film supplement was virtually an all-Mickey number. This paper ran a Mickey Mouse painting competition, inviting the two thousand youngsters, who sent in the best drawings, to a free all-Disney show at the Piccadilly Theatre on October 3. The birthday cake stunt, which originated in this territory, was another important factor in the local campaign which utilized all avenues of publicity and exploitation including merchandising tieups.

The above is indicative of the tremendous world-wide activity that spotlighted Mickey and the Disney productions in newspaper headlines, on the radio and on the screen during Mickey's 8th birthday anniversary.

REMEMBER WALT DISNEY'S BIRTHDAY!

Walt Disney will celebrate his 35th birthday on December 5. It's a timely opportunity to obtain for this modest, unassuming genius of the screen, who has brought so much laughter and happiness into the lives of millions of film fans, editorial tributes and government honors that he so richly deserves!

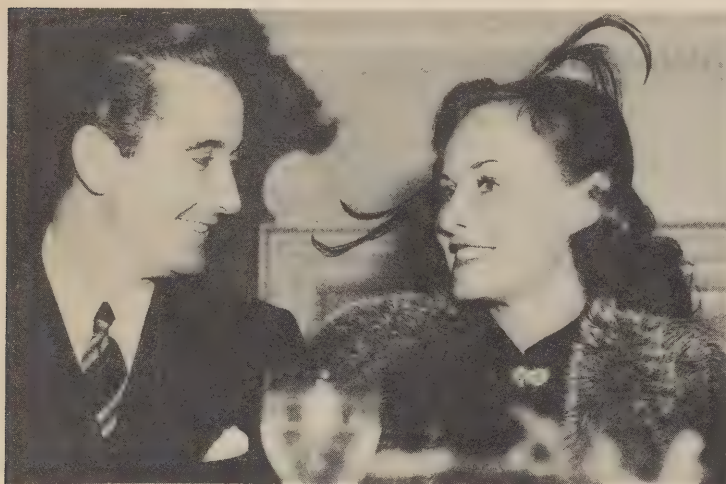
IN TEN BEST LIST

William Boehnel, movie editor of the New York World-Telegram, recently listed the best pictures of 1936, based on releases so far, and among the first ten he included: "Dodsworth," "The Gay Desperado," "The Ghost Goes West," "These Three" and "Modern Times."

FOREIGN PRESS FETES U.A.



General view of the luncheon tendered by the Association of Foreign Press Correspondents to a group of United Artists notables at the Hotel Lombardy in New York on October 15.



Nino Martini and Paulette Goddard exchange smiles.



(Left to right) Nino Martini, Paulette Goddard, A. Bernard Moloney, President of the Association of Foreign Press Correspondents; Dr. A. H. Giannini, Walter Huston, Rouben Mamoulian and William Wyler.

Dr. A. H. Giannini, president of United Artists, and a number of U. A. stars and directors were guests of honor at a luncheon tendered by the Association of Foreign Press Correspondents at the Hotel Lombardy in New York on October 15. The Hollywood celebrities included Paulette Goddard, Nino Martini, Walter Huston, Rouben Mamoulian and William Wyler.

A. Bernard Moloney, president of the Association and general manager in the United States of Reuters News Agency, who presided, pointed out that the record-breaking attendance at the luncheon, which included more than one hundred foreign correspondents, New York newspaper men, trade-paper reporters and a delegation from the Columbia School of Journalism, was a tribute to the drawing power of the U. A. film notables.

Dr. Giannini was the chief speaker, and for more than 20 minutes held the close attention of every person present with his interesting and scholarly talk on internationalism in all its phases—political, economic, scientific and cinematic.

"I hear everywhere today of foreign entanglements," he said. "I advocate friendly and sympathetic cooperation with foreign nations and I do not believe in narrow nationalism. The tercentenary of Harvard University where scholars and savants from all over the world met to discuss progress in the sciences and in the humanities, and the recent conference of scientists at Blackpool, England, illustrate what I mean. Just as these two meetings contributed much, so does the tripartite agreement between England, France and the United States on the gold standard. An established currency cements commercial relations and sound commercial relations make for universal peace."

Emphasizing the part motion pictures are playing in this movement toward international amity and the powerful contribution they are making to civilization, Dr. Giannini declared: "I know that today American producers are much more careful than in years past, that they are actually endeavoring, to deliver a finished and wholesome product."

Dr. Giannini praised the improvement in foreign-made pictures and said that every fine picture from abroad stimulated American producers to greater effort. "The public at large accepts quality in its motion pictures regardless of point of origin. There are no boundaries in the production of fine pictures," he concluded.

GOLDWYN FILM FLASHES

The title of "Love Under Fire," the Samuel Goldwyn production of the John Balderston story based on the Irish rebellion, starring Merle Oberon and Brian Aherne, has been changed to "Beloved Enemy." The supporting cast includes David Niven, Karen Morley, Jerome Cowan, Henry Stephenson and others. H. C. Potter directed the film.

Miriam Hopkins' next starring vehicle for Samuel Goldwyn will be "The Woman's Touch" (formerly titled "Women Can Be Wrong"). Arthur Kober is preparing the script from the screen play by Sam and Bella Spewack.

William Wyler, who replaced Howard Hawks as director of the Samuel Goldwyn production, "Come and Get It," in the last stages of its filming, will receive equal directorial credit. The billing will read: Directed by Howard Hawks and William Wyler.

George and Ira Gershwin have been signed to write the original story, music and lyrics for the elaborate musical production Samuel Goldwyn is planning. The producer has also announced that he will utilize a cast of new talent in this picture, and that at the present time three of his talent scouts are touring the country in search of new candidates for acting, singing and dancing roles.

William Wyler has been assigned to direct the film version of "Dead End" for Samuel Goldwyn, following a vacation in Europe. He sailed for England aboard the Queen Mary on November 4.

Merle Oberon has signed a new five-year contract with Samuel Goldwyn and Alexander Korda, who will both share her services. She will make half her pictures in London for Korda, and the other half at the Goldwyn studios in Hollywood. She sailed for London aboard the Queen Mary on Nov. 4 to start work on "I, Claudius" for Korda.

Andrea Leeds, who has an important role in "Come and Get It," has been signed by Samuel Goldwyn to a long-term contract. Her next picture will be "The Woman's Touch," starring Miriam Hopkins.

Samuel Goldwyn has purchased a new Saturday Evening Post story, "Folly and Farewell," by Richard Sherman.

GOLDWYN FILM FLASHES

Samuel Goldwyn plans to revive for the sound films one of his most successful pictures of the silent days - "Stella Dallas." Lester Cohen, novelist and screen writer, has been signed by Goldwyn to prepare the screen play.

Abolishing a long established screen custom which condemns assistants to labor anonymously, Samuel Goldwyn has created the posts of "associate producers" for two of his production aides, Merritt Hulburd and George Haight. The former will receive screen credit for "Dodsworth"; the latter for "Beloved Enemy." Goldwyn made this decision "in appreciation of their faithful efforts while I was away sick." He has also given both new contracts.

Harry Perry, Samuel Goldwyn's world-roving cameraman, has returned to Hollywood after journeying more than 25,000 miles over Great Britain and Continental Europe to obtain background film for "Dodsworth" and "Beloved Enemy." The world-traveler - the only member of his profession with a Cook's Tour commission - left last April for Europe, where he "shot" nearly 50,000 feet of film. These pictures were airplaned to Hollywood as fast as they were made, and developed and edited there for the two productions. Perry will remain in Hollywood for several weeks and then leave for another European jaunt to obtain camera material for future Goldwyn films.

Richard Day, art director to Samuel Goldwyn, and Percy Ikerd, assistant director, left on the S. S. Monterey from Hollywood, October 15, for Samoa, where they will join Charles Nordhoff and James Norman Hall, authors of "Hurricane," and confer on the filming of that book, screen rights to which Mr. Goldwyn recently purchased. Nordhoff and Hall, who also wrote "Mutiny on the Bounty," will aid the motion picture executives in procuring native talent, and in the establishment of living quarters for the large technical crew which the Goldwyn studios are sending for the location sequences of "Hurricane." The location groups will sail for the South Seas in February on a specially chartered vessel. They will be outfitted with a projection machine, film printing and developing equipment that will enable the company to see the daily rushes on location.

PRODUCER BUYS RARE EDITION "MOHICANS"

Sale at auction of a rare first edition of James Fenimore Cooper's "The Last of the Mohicans" to Harry M. Goetz, president of Reliance Pictures and producer of the current screen version of the Cooper classic, was announced recently. The purchase price was \$575. The book, in two volumes, is a choice collector's item, still in the original boards and uncut.

CHAPLIN STUDIOS WIRED FOR SOUND

IN PREPARATION FOR FIRST TALKIE

The motion picture colony is looking forward with considerable anticipation to the new picture Charlie Chaplin is preparing to launch with Paulette Goddard as the star and a surrounding cast of the finest available talent. As yet without a title - tentatively called "Production No. 6" - it will not only be the comedian-producer's first attempt at a talkie, but the second picture he will make in which he does not appear. Chaplin refuses to give out any information on his latest production, merely announcing that it will be a comedy-drama with colorful Shanghai, Honolulu and other foreign locales as backgrounds. The Chaplin studios, newly wired for sound, will have the most expert technicians, the latest in camera and talkie equipment, and last, but not least, the personal supervision and direction of Chaplin himself.

CHAPLIN ACQUIRES FILM RIGHTS

TO ENGLISH NOVEL, "REGENCY"

Charles Chaplin has purchased "Regency," by the English novelist, D. L. Murray, as the second starring vehicle for Paulette Goddard. The novel is Chaplin's first purchase of another writer's idea, all of his previous pictures having been authored by himself. The story itself presents, in the author's words, "a quadruple portrait of four generations," beginning in 1879, the days of the Prince Regent, afterward George IV, and extending to the present day. Major R. V. C. Bodley, British author, has been signed by Chaplin to prepare the preliminary screen adaptation of "Regency."

CHAPLIN FILM IS LAUGH

SENSATION IN U. S. S. R.

Charlie Chaplin is a prime favorite with the movie fans of the Soviet Union, and his latest production, "Modern Times," has them "rolling in the aisles," reports Kenneth Durant, manager of the New York bureau of TASS, the Russian news agency, who recently returned from the U.S.S.R. Enclosing a copy of "Kino," the foremost motion picture newspaper of the Soviet Union, which featured an article of his on the Chaplin film shortly after its first presentation in Moscow, Mr. Durant, in a letter to the New York office of United Artists, writes: "A few weeks after that, I saw 'Modern Times' in an open-air theatre in a small provincial town on the Black Sea coast. It had them rolling in the aisles, even though the Russians are not generally familiar with corn on the cob. Everything else they understood very well, and liked."

"MODERN" MERCHANDISING



BALLYHOO TRUCK, SWEDEN

Top left:- Charlie Chaplin's "Modern Times" received citywide exploitation through the use of this street ballyhoo motor truck during the run of the picture in Gothenberg, Sweden.

Left:- This gaily decorated motor truck was the center of attraction in the ballyhoo activities arranged in connection with the showing of "Modern Times" at the Regal and Capitol Theatres, Bombay.

Bottom left:- Record crowds turned out to see Charlie Chaplin in "Modern Times" at the Globe Theatre in Batavia, N.E.I. A mammoth cut-out of Chaplin, shown at right, was a feature of Paul T. Lee's campaign.

Center:- An entire window of the Messrs. Kodaks, Ltd., Bombay, was used in promoting "Modern Times" at the Regal and Capitol Theatres.

Top right:- A large cut-out figure (center) of Charlie Chaplin dominated the theatre dress-up for "Modern Times" at the Pavilion Theatre at Kuala Lumpur (Singapore) Straits Settlements.

Right:- Rangoon went Chaplin conscious when this exploitation line-up went into action. Left is a hand cart carrying "A" boards; next appears a Chaplin impersonator; to the right is the motor truck which attracted considerable attention to the Globe Theatre.

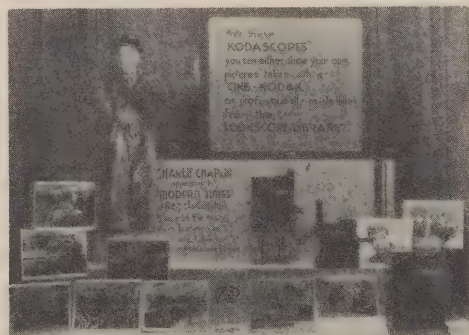
Bottom right:- Modern in theme is this classy front dress-up used by the Lorensbergs Theatre, Gothenberg, Sweden, for the run there of "Modern Times".



SINGAPORE'S BIG CUTOUT



CHAPLIN STUNT, BOMBAY



WINDOW TIE-UP IN BOMBAY



RANGOON GOES CHAPLIN



EFFECTIVE FRONT DRESS-UP, BATAVIA



MODERN FRONT DRESS-UP IN SWEDEN

WANGER STUDIO NEWS

Walter Wanger has started production on the first of his ambitious schedule of pictures for United Artists release: the Gene Towne-Graham Baker story, "You Only Live Once," (formerly titled "Three Time Loser") co-starring Sylvia Sidney and Henry Fonda. William Gargan, Barton MacLane, Alice Brady, Jean Dixon, Jerome Cowan, Chic Sale, Guinn Williams, Margaret Hamilton, John Wray and Warren Hymer compose the strong supporting cast. Fritz Lang is directing. Wanger has purchased the song "A Thousand Dreams of You" by Paul Webster and Louis Alter for use in the film, which is a melodramatic prison story.

Jean Arthur will co-star with Charles Boyer in the Walter Wanger production, "History Is Made at Night." Leo Carrillo and Colin Clive have been signed for important roles in the film, which will be directed by Frank Borzage. The story is an original by Gene Towne and Graham Baker.

John Ford, winner of the Motion Picture Academy's directorial award for 1935, has been signed by Walter Wanger to direct "Desert Intrigue," adapted from Alfred Batson's novel, "African Intrigue." Henry Fonda will be starred. The Batson novel created a sensation when it was first published because of its daring expose of the plottings of rival powers in the fever-ridden jungles of Africa.

Walter Wanger has purchased the Allene Corliss novel, "Summer Lightning," which ran in the August issue of Cosmopolitan Magazine, as a starring vehicle for Joan Bennett. William K. Howard will direct from a screen adaptation by Arnold Belgard. (Note: This picture replaces "A Woman Loves Once," previously announced.)

Vincent Sheean's "Personal History," one of the most widely discussed books of the literary season, has been bought by Walter Wanger. Madeleine Carroll will be co-starred, probably with Fredric March, if the producer can negotiate his loan. Ferdinand Reyher, former war correspondent and well known magazine writer, has been signed to adapt the story to the screen; and Lewis Milestone will direct. The Sheean tale deals with the adventures of a roving press correspondent among the fierce Riffian tribes; in China during the Revolution; in Palestine during the earlier Arab riots; and in the Soviet Union.

Sam and Bella Spewack are writing the screen play for Walter Wanger's production of "Vogues of 1937," lavish fashion musical to be made in technicolor.

Joshua Logan, New York stage director, has been signed to a long-term contract as a production executive by Walter Wanger.

MR. KELLY HAILS "FIRE OVER ENGLAND";

FILM FEATURES TWO NEW SCREEN "FINDS"

In a personal letter to the Editor of Around the World, Mr. Kelly, writing from London, reveals some interesting sidelights on the current state of production in the British studios, with particular emphasis on "Fire Over England," which Erich Pommer has produced for Alexander Korda under the direction of William K. Howard, Hollywood director.

It is Mr. Kelly's considered opinion that "'Fire Over England' is one of the biggest pictures that Korda has ever had anything to do with."

Furthermore, the foreign chief is enthusiastic over the screen possibilities of two of the "unknown" players in the film - Tamara Desni and Vivien Leigh, for both of whom he predicts a brilliant future. Miss Desni, young, attractive and Russian, who fled with her parents from the Red Revolution and settled in Germany, was a dancer at the age of sixteen. Miss Leigh is the English-born stage actress whom Korda signed about a year ago. Their roles in "Fire Over England" will serve as a fine introduction to the picturegoing public, and the producer intends to continue their build-up in his future product. As a matter of fact, Miss Leigh has already been assigned the leading feminine role opposite Conrad Veidt in "Dark Journey," which Victor Saville is directing for Korda.

Some of the scenes in "Fire Over England," notably the Spanish Armada sequences, hit a new high in spectacle, costume pageantry and vivid action. The scenes featuring the desperate sea battle between the Spanish galleon and the English frigate, in which thousands of extras participated, were filmed at night, and are tremendously effective.

Flora Robson, in her role of Queen Elizabeth, gives an impressive performance, which should excite plenty of word-of-mouth advertising. And the other featured players, Raymond Massey, Leslie Banks and Laurence Olivier, were hand-picked because of their eminent suitability for the parts they portray.

It certainly looks as though "Fire Over England" has all the earmarks of GREAT ENTERTAINMENT and BIG BOX OFFICE - the sort of production that will not only make money but build prestige for the international type of British picture with which Korda's name has come to be identified.

KORDA STUDIOS START FASHION SERVICE

Rene Hubert, designer for London Films, has initiated a fashion service that will furnish to the dress trade the original designs for the historical costumes used in such pictures as "Fire Over England," with hints for adapting them to modern dress. Hubert is convinced that the costumes in this picture, for example, with their slashed sleeves, ruffles and flared skirt, will exercise considerable influence over tomorrow's wear.

KORDA KINEMATICS

Stephen Pallos, general sales manager of London Films, is expected to arrive in New York within two weeks with a print of "Rembrandt," which Alexander Korda personally directed with Charles Laughton in the title role. Elsa Lanchester (Mrs. Laughton in private life) and Gertrude Lawrence have important supporting parts in the picture.

"Knight Without Armor," delayed several weeks because of the illness of Robert Donat, has gone into production with Marlene Dietrich and Donat co-starred under the direction of Jacques Feyder, who won the gold medal at the recent Venice Film Exposition for his direction of the French picture, "La Kermesse Heroique." Frances Marion wrote the screen play of "Knight Without Armor," which is based on James Hilton's famous novel. Miss Dietrich portrays the role of the beautiful Russian Countess Alexandra, and Donat the role of a Secret Service agent in Russia, at the time of the World War in 1914. Incidentally, Donat has signed to make three additional films for Korda following completion of "Knight Without Armor."

Miriam Hopkins has completed her starring role in the London Films production, "Men Are Not Gods" (originally titled "Triangle") which was written and directed by Walter Reisch. Miss Hopkins plays the part of a dramatic critic's secretary who falls in love with a London stage star. Sebastian Shaw, Gertrude Lawrence, A. E. Mathews and Lawrence Grossmith head the supporting cast. Charles Laughton, Marlene Dietrich, Noel Coward and other stage and screen luminaries play volunteer and unbilled roles as themselves in certain sequences.

Victor Saville is directing his first London Films production, "Dark Journey," an original spy story, with Stockholm in 1918 as a background, written by Lajos Biro and Arthur Wimperis. Conrad Veidt, Vivien Leigh, Anthony Bushell and Joan Gardner have the principal roles.

Production on "I, Claudius," co-starring Charles Laughton and Merle Oberon under the personal direction of Alexander Korda, will begin early in November when Miss Oberon arrives in London. Carl Zuckmayer has written the script, based on the fictionized biography of the Roman emperor by Robert Graves. Laughton is at present in Rome in search of background material for the film. John Armstrong will fashion the costumes. This is the last picture Korda will direct, he has announced; hereafter he will devote all his time to production activities.

William Cameron Menzies has been assigned to direct "Troopship."

Alexander Korda has established a special scholarship at the Royal Academy of Music in London in memory of the late George Grossmith, English actor, producer and film pioneer. The scholarship, designed to discover and encourage film talent, will entitle the successful candidate to one year's training in dramatic art at the Academy.

INTERNATIONAL PROMOTION



SAN SALVADOR'S DISPLAY

Top left:

The Teatro Nacional of San Salvador set up a 2-storey electrical display 60 feet wide across the theatre front as an advance plug for the London Films production, "Things to Come". ("Lo que vendra")

Left:

Eye-catching window tie-up -- with the six sheet as the center of attraction arranged by the Lux Theatre, Guatemala, for the run there of "Things to Come".

Bottom left:

Edmund Quarry, London publicity chief, had the city of London keyed up for the premiere of Reliance's "The Last of the Mohicans", which played at the London Pavilion. These exploitation "Indians" also made personal appearances in Selfridge's Department Store.



BRIGHT FRONT, GUATEMALA

Top right:

A 24-sheet from the exchange set on "Things to Come" forms a center piece for this brightly illuminated front on the Lux Theatre, Guatemala, during the run of the London Films success.

Right:

Lettering three feet high and an entirely remodeled front were features of the exploitation used by the Regent Theatre, Dunedin, New Zealand, in promoting Charlie Chaplin in "Modern Times".

Bottom right:

Harry M. Goetz, President of Reliance Pictures, receives from Ben Schlyen, publisher of "Box Office", the blue ribbon for "The Last of the Mohicans". The Award, made for the best picture each month, comes from a group of social, civic and educational organizations representing 15,000,000 theatre patrons.



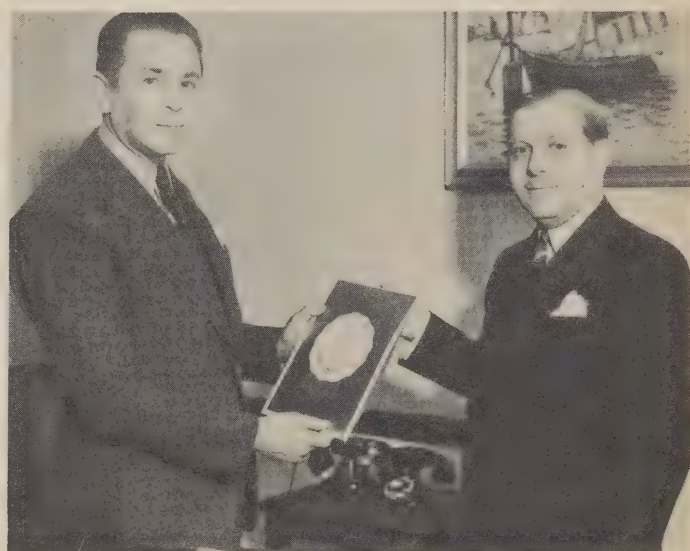
ALL CHAPLIN IN DUNEDIN



WINDOW TIE-UP, GUATEMALA



LONDON'S SWELL INDIAN STUNT



BLUE RIBBON FOR "MOHICANS"

BRITISH PRODUCTION NOTES

"High Treason," which Criterion Films was producing under the direction of Tay Garnett, with Douglas Fairbanks, Jr. in the leading role, has been postponed until next April, due to unfavorable weather conditions in the Scottish border country. Mr. Garnett has gone back to Hollywood to fulfill film commitments there, but will return to London next June to complete the production.

As a substitute for the postponed Scottish border picture, Criterion Films is readying for production another starring vehicle for Douglas Fairbanks, Jr. entitled "Jump for Glory," from a novel by Gordon McConnell, with screen play by John Meehan. Raoul Walsh, Hollywood director, has been signed to direct this film as the first of two he will do for Criterion. This picture will offer young Fairbanks a chance at the acrobatic type of role made famous by his father. He will play the part of a "cat burglar," with "human fly" talents that enable him to scale the sides of buildings and achieve impossible entries. Alan Hale will have an important role in the film.

Raymond Massey and Romney Brent play the leading masculine roles opposite Elizabeth Bergner in her latest production, "Dreaming Lips," under the direction of Paul Czinner. It was adapted by Margaret Kennedy from Henri Bernstein's play, "Melo."

United Artists has obtained the world distribution rights, excluding the United States and Canada, to "Thunder in the City," starring Edward G. Robinson, under the direction of Marion Gering, which is being produced by Atlantic Film Productions in London.

James A. Fitzpatrick has completed the first of his feature pictures, "David Livingstone," with Percy Marmont in the title role. The next two pictures being readied for filming are "The Captain's Table," a murder-mystery on the high seas, which will be directed by Percy Marmont; and "Auld Lang Syne," based on the life of Robert Burns, which Mr. Fitzpatrick will direct personally.

Henri Bernstein, famous French playwright and author, has been signed by Criterion Films to write an original picture story for Douglas Fairbanks, Jr.

Under an amendment to their agreement with our company, Capitol Films will deliver three instead of five productions. The three pictures are: "When Knights Were Bold," "Marriage of Corbal" and "Love in Exile." "Mademoiselle Docteur, originally announced as a Capitol Film, will be made by Trafalgar Films and delivered to us under our agreement with them. There will be both an English and French version on this picture. The Ann Harding picture, "Love From a Stranger," which was also to be made by Capitol, will be made by Trafalgar, and delivered to us by that producer.

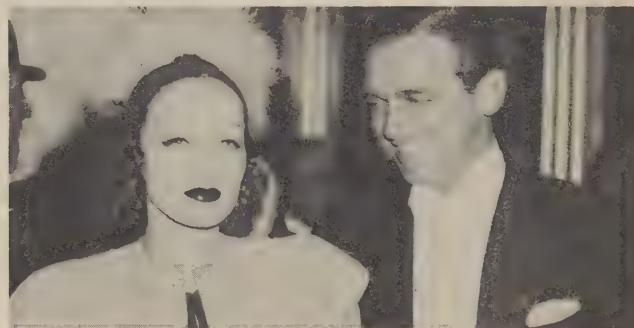
SHOWMANSHIP IN REVIEW



"MIRACLES" LOBBY DISPLAY, LONDON



HOUSE FRONT FOR "THINGS", SYDNEY



STARS ATTEND OPENING IN LONDON



EXCHANGE DISPLAY, BARCELONA



"THINGS TO COME" TRUCK, BOMBAY



"RAINY AFTERNOON" TIE-UP, LONDON

Left, top to bottom:

This lobby display reenacts a scene from "The Man Who Could Work Miracles" by the ingenious use of an illuminated flash-on and flash-off candle. Credit Murray Silverstone's London exploiters for this stunt.

The Barcelona Exchange headed by W.B. Morgan, attracted considerable attention from exhibitors by this forceful use of its wall space to plug forthcoming U.A. product.

A novel and ingenious street ballyhoo truck, which bore aloft a replica of one of the amazing machines of "Things to Come", helped in the campaign at the Regal Theatre, Bombay, staged by the alert Phyllis M. Makrodt.

Right, top to bottom:

Effective housefront of the Lyceum Theatre, Sydney. A replica of the telescope mirror from "Things to Come" had a scrim at the back on which the picture trailer was projected. A cloud machine, projecting on the scrim from the front added to the visual interest.

Marlene Dietrich and Douglas Fairbanks, Jr. arrive for the brilliant world premiere of the Criterion picture, "Accused", at the London Pavilion Theatre.

The title "One Rainy Afternoon" dominates this ideal cooperative window in London in which storm apparel is displayed. Cloud effects, rain, sun and a rainbow unify the entire layout and concentrate the interest upon the Pickford-Lasky production.

PURELY PERSONAL

Arthur W. Kelly, vice-president in charge of foreign distribution, accompanied by Mrs. Kelly, arrived in Rio de Janeiro from London aboard the Alcantara, October 16, on the first leg of an extended visit to the company's offices in Brazil, Argentina and other South American countries. Mr. Kelly spent three weeks in London observing the progress made by our various British producing units and inspecting the new London Films studios at Denham. Before he sailed for England in the Aquitania, September 2, the foreign chief was guest of honor at a "bon voyage" lunch tendered by Home Office executives and department heads at the Waldorf-Astoria Hotel on August 27. He, in turn, with Mrs. Kelly was host at a cocktail party to a group of personal friends and U. A. associates at the Hotel Gotham on August 31. Bon voyage!

Dr. A. H. Giannini, president of United Artists and chairman of its board of directors, arrived in New York from Hollywood, October 3, on his first visit to the Home Office since his election last July.

The motion picture industry in general and United Artists in particular are tremendously proud of William B. Morgan, U. A. manager in Spain, with headquarters in Barcelona, who was the only American major representative who did not flee the country when the revolution started. He stuck to his post, at great personal danger to himself and his wife, in order to protect the company's property and interests. With theatres once again operating in Barcelona, Mr. Morgan was called to London during September to confer with U. A. officials on the new season's product. We salute with sincere admiration a real hero - William B. Morgan!

George Schaefer, vice-president of U. A. in charge of domestic distribution, announced the appointment of Andy Smith as general sales manager of the organization on October 8. Mr. Smith first entered the motion picture industry with Pathe in 1914. He joined First National in 1924. Later he became sales manager and vice-president of Vitagraph, Inc., a post he held until recently.

Paul Wir has been appointed manager of our Panama office, succeeding Harold Sugarman, resigned. We cordially welcome Mr. Wir into our foreign family.

George Kamen, head of the Walt Disney Enterprises in England and Continental Europe, arrived in New York aboard the Ile de France, October 6, on a combined business and vacation trip. George stopped traffic when he walked down Broadway wearing the latest production in London overcoats! Welcome home, George!

PURELY PERSONAL

Abraham Lehr resigned August 24 as vice-president and general manager of Samuel Goldwyn Productions to enter the agency field. He had been with Goldwyn since 1917. On September 15, James Mulvey, eastern representative for Mr. Goldwyn, was elected vice-president and a member of the board of directors. David Rose was also elected a vice-president and member of the board of the Goldwyn enterprises.

Carlo Roncoroni, head of the company that is building an Italian "Hollywood" on the outskirts of Rome at a cost of ten million dollars, arrived in New York, August 20, aboard the Conte de Savoia. In Hollywood he was the guest of Walter Wanger, who will produce at the new Italian studios when they are completed next Spring.

Congratulations to Mr. and Mrs. Robert Donat on the birth of a son August 3. This is their third child; they now have two sons and one daughter. Donat is currently co-starring with Marlene Dietrich in "Knight Without Armor" for London Films.

Nino Martini was the guest of honor at a cocktail party given by United Artists at the Hotel Ambassador October 1, at which the star of the Pickford-Lasky production, "The Gay Desperado," met the representatives of the New York and foreign press. W. G. Van Schmus, managing director of the Radio City Music Hall, also held a reception for him on October 8 when the picture opened, which was attended by numerous celebrities from all walks of life. Incidentally, the operatic-radio-screen star, who came to this country four years ago from Italy, will soon become an American citizen. He recently filed his first naturalization papers.

Fred Kohlmar, film scout for Samuel Goldwyn, arrived in New York from the coast, September 11, in search of fresh talent for future Goldwyn productions.

Merle Oberon, having completed work in the Samuel Goldwyn production, "Beloved Enemy" (formerly titled "Love Under Fire") is scheduled to sail for London the latter part of October to appear in a couple of Alexander Korda films.

Walter Huston, star of the Samuel Goldwyn production, "Dodsworth," arrived in New York, October 3, to begin rehearsals for his forthcoming Broadway appearance in "Othello."

Jane Murfin, who adapted Edna Ferber's "Come and Get It" for Samuel Goldwyn, is en route to Alaska in her 90-foot yacht.

PURELY PERSONAL

Henry Fonda returned from Europe aboard the Bremen, September 4, to start work in the Walter Wanger film, "You Only Live Once." During his stay abroad, he starred in a British picture and visited Italy. Fonda's bride, the former socially prominent Frances Seymour Brokaw, whom he first met a few months ago in London, accompanied him to Hollywood.

Charles Boyer, accompanied by his wife, Pat Patterson, arrived in New York from Europe aboard the Queen Mary, September 21, en route to Hollywood to start work in the Walter Wanger film, "History Is Made at Night."

Rouben Mamoulian, director of "The Gay Desperado," arrived in New York, October 4, to attend the premiere of the film at the Radio City Music Hall, October 8.

Madeleine Carroll returned from a European vacation aboard the Queen Mary, October 7, and left immediately for the coast, where she is scheduled to appear in Walter Wanger's production, "Personal History."

Sylvia Sidney arrived in New York aboard the Conte de Savoia, September 17, and left immediately for the coast to star in Walter Wanger's "You Only Live Once." While in England, Miss Sidney appeared in a British picture, and visited the Yorkshire country, locale of "Wuthering Heights" in which she will star for Wanger later in the season.

Miriam Hopkins, who recently completed "Men Are Not Gods" for London Films, returned aboard the Normandie, October 12. After a short stay in New York, she left for the coast to star in the Samuel Goldwyn film, "The Woman's Touch."

Fredric March, accompanied by his wife, Florence Eldridge, arrived in New York from Hollywood, October 6, on a brief holiday before beginning work on his newest vehicle, "A Star Is Born," for Selznick International.

William Wyler, director of "Dodsworth" and co-director of "Come and Get It," arrived in New York from the coast, October 8, for a brief vacation.

Gertrude Lawrence, who recently completed important roles in "Rembrandt" and "Men Are Not Gods" for London Films, arrived in New York aboard the Aquitania, October 13, to appear on Broadway in the Noel Coward show, "Tonight at 8:30."

PURELY PERSONAL

Mary Pickford arrived in New York, October 27, for two weeks of conferences with Home Office executives. Sometime in December, Miss Pickford expects to sail for a European vacation.

Douglas Fairbanks, Sr., accompanied by his wife, the former Lady Sylvia Ashley, sailed for London aboard the Queen Mary, November 4.

Brian Aherne, who is co-starred with Merle Oberon in Samuel Goldwyn's "Beloved Enemy," has arrived in New York for an extended holiday.

William K. Howard, who directed "Fire Over England"; Tamara Desni, who has an important role in that film; and Jack Okey, who designed and helped construct the huge new Denham Studios, all arrived in New York from London aboard the Queen Mary, November 2.

Walter Gould, division manager for Latin-America, arrived in New York November 3, following a five months' tour of inspection of the company's offices under his supervision. Advised that he had won the race with the stork, Walter heaved a sigh of relief. Welcome home, pal!

COMING WORLD PREMIERES

With British royalty in attendance and the international art world represented, "Rembrandt," Alexander Korda's screen biography of the greatest of Dutch painters, with Charles Laughton in the title role, will have its world premiere in London, at the Leicester Square Theatre, Friday evening, November 6.

Following its preview in Hollywood and trade showing in New York and other key cities throughout the country, "Come and Get It," the Samuel Goldwyn screen version of Edna Ferber's saga of the lumber industry, with Edward Arnold, Frances Farmer and Joel McCrea, opens at the Rivoli Theatre, New York, Wednesday morning, November 11.

David O. Selznick's technicolor production, "The Garden of Allah," co-starring Marlene Dietrich and Charles Boyer, goes into the Radio City Music Hall in New York, Thursday morning, November 19. The picture is definitely set for two weeks, and may stay three or four. Previewed on the coast and tradeshown the country over, "The Garden of Allah" is universally acclaimed as the greatest color entertainment in film history.

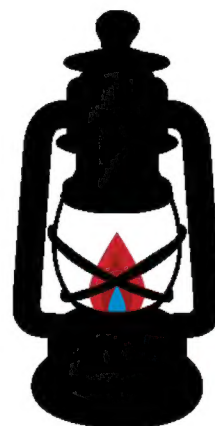
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